

## ABSTRACT

A gaming machine having features for increasing player appeal is set forth. The machine generally includes a processor, a display, and a memory device. The processor monitors time signals from a clock and randomly selects one of a plurality of outcomes of the gaming machine in response to a wager amount. The display displays visual elements to be viewed by the player. The memory device is coupled to the processor and stores at least two data sets for producing at least two different types of visual elements. The processor selects one of at least two data sets in response to the processor monitoring a time signal corresponding to a predetermined time. The two different types of visual elements may be of a standard motif and a holiday motif, and the predetermined time is the holiday or one or more days before and/or after the holiday. Alternatively, the predetermined time can be at least one minute within one day, and the corresponding visual elements can be related to the time of the day. Or, the predetermined time can be a season of the year and the corresponding visual elements can be indicative of the season. The gaming machine may also include audio speakers and audio elements that replace the changing visual elements, or audio and video elements can be displayed in unison as a function of the time. The machine may also contemplate maintaining player appeal by providing a modified payout structure as a function of time.